



IT'S IN OUR HANDS

A SUCCESSFUL 2010 CENSUS

“CREATE A SURROUND SOUND

“Create a Surround Sound”

In Your Community

City of Hayward

February 18, 2010

Lia Bolden, Sr. Partnership Specialist

Seattle Regional Census Center

U.S. Census Bureau



THE CENSUS IS IMPORTANT!

•Why We do a Census?

- Apportionment
- Redistricting
- Distribution of Funds

▪Why Participate?

- Inclusion
- Civic Engagement
- Democracy in Action

Three Important Points to Remember:

- ✓ *The Census is Safe and Confidential!*
- ✓ *The Census is Easy and Help is available!*
- ✓ *The Census is Vital for you and your Community's Well -Being!*



IT'S IN OUR NATURE

MAJOR FIELD OPERATIONS

Census 2010 Major Field Operations:

- Local Update of Census Addresses (LUCA)
- Address Canvassing
- Group Quarter Validation
- Group Quarter Advance Visits
- *We are here in the schedule!*
- *Mailing of Census Questionnaires*
- Group Quarters Enumeration
- Update Leave
- Non Response Follow-up
- Vacant Delete Check (Including appeals from LUCA)
- Field Verification



2010 CENSUS TIMELINE: KEY DATES

Fall 2008	Recruitment begins for local census jobs for early census operations.
Spring 2009	Census employees go door-to-door to update address list nationwide.
Fall 2009	Recruitment begins for census takers needed for peak workload in 2010.
February – March 2010	Census questionnaires are mailed or delivered to households.
April 1, 2010	Census Day
April – July 2010	Census takers visit households that did not return a questionnaire by mail.
December 2010	By law, Census Bureau delivers population counts to President for apportionment.
March 2011	By law, Census Bureau completes delivery of redistricting data to states.



IT'S IN YOUR HANDS

QUESTIONNAIRE DELIVERY

United States Census 2010

This is the official form for all the people at this address. It is quick and easy, and your answers are protected by law.

U.S. DEPARTMENT OF COMMERCE
Economic and Statistics Administration
U.S. CENSUS BUREAU

Use a blue or black pen.
Start here

The Census must count every person living in the United States on April 1, 2010.
Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.
+ Count all people, including babies, who live and sleep here most of the time.
The Census Bureau also conducts counts in institutions and other places, so:
+ Do not count anyone living away either at college or in the Armed Forces.
+ Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
+ Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.
The Census must also include people without a permanent place to stay, so:
+ If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?
Number of people =

2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1? Mark ☐ if that apply.
☐ Children, such as newborn babies or foster children
☐ Relatives, such as adult children, cousins, or in-laws
☐ Nonrelatives, such as roommates or live-in baby sitters
☐ People staying here temporarily
☐ No additional people

3. Is this house, apartment, or mobile home — Mark ☐ ONE box.
☐ Owned by you or someone in this household with a mortgage or loan? (Include home equity loans)
☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?
☐ Rented?
☐ Occupied without payment of rent?

4. What is your telephone number? We may call if we don't understand an answer.
Area Code + Number
 - -

OMB No. 3027-0010-01 Approval Expires 12/31/2011.
Form C-1 (JULY 2010)

U.S. CENSUS BUREAU

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.
What is Person 1's name? Print name below.
Last Name
First Name MI
6. What is Person 1's sex? Mark ☐ ONE box.
☐ Male ☐ Female
7. What is Person 1's age and what is Person 1's date of birth? Please report babies as age 0 when the child is less than 1 year old. Print numbers in boxes.
Age on April 1, 2010 Month Day Year of birth
NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.
8. Is Person 1 of Hispanic, Latino, or Spanish origin?
☐ No, not of Hispanic, Latino, or Spanish origin
☐ Yes, Mexican, Mexican Am., Chicano
☐ Yes, Puerto Rican
☐ Yes, Cuban
☐ Yes, another Hispanic, Latino, or Spanish origin — Print race, for example, Honduran, Guatemalan, Dominican, Venezuelan, Salvadoran, Spanish, and so on.
9. What is Person 1's race? Mark ☐ ONE or more boxes.
☐ White
☐ Black, African Am., or Negro
☐ American Indian or Alaska Native — Print name of descent or principal tribe.
☐ Asian Indian ☐ Japanese ☐ Native Hawaiian
☐ Chinese ☐ Korean ☐ Guamanian or Chamorro
☐ Filipino ☐ Vietnamese ☐ Samoan
☐ Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.
☐ Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on.
☐ Some other race — Print race
10. Does Person 1 sometimes live or stay somewhere else?
☐ No ☐ Yes — Mark ☐ all that apply.
☐ In college housing ☐ For child custody
☐ In the military ☐ In a jail or prison
☐ At a seasonal or second residence ☐ In a nursing home
☐ For another reason
If more people were counted in Question 1, continue with Person 2.

- Questionnaires delivered or mailed to all housing units in March 2010

- March 8-10 Advance Letter
- March 15-17 Questionnaire
- March 22-24 Reminder Postcard

- APRIL 1 CENSUS DAY**
- April 1-10 Replacement Questionnaire

- Bilingual Spanish/English Questionnaires (13 million housing units in 44 states) delivered or mailed in tracts with >40% Spanish-speaking households.
- We expect a 64% mail response.



10 MINUTES TO COMPLETE!

2010 Census will use the Short Form Questionnaire only:

- 1. Name**
- 2. Relationship**
- 3. Age, Date of Birth**
- 4. Gender (sex)**
- 5. Hispanic Origin**
- 6. Race**
- 7. Tenure (Housing question - own or rented)**

Note: Long form data now collect by the American Community Survey



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Census 2000

Bay Area Mail Response Rates

- California
- Alameda
- ✓ Contra Costa
- Marin
- Napa
- San Francisco
- San Joaquin
- San Mateo
- Santa Clara
- Solano
- Sonoma

- 68%
- 69%
- 73%
- 71%
- 70%
- 65%
- 67%
- 72%
- 72%
- 70%
- 70%

Hayward

72%



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California Hard to Count Score

Legend

Hard to Count Score

14 - 38

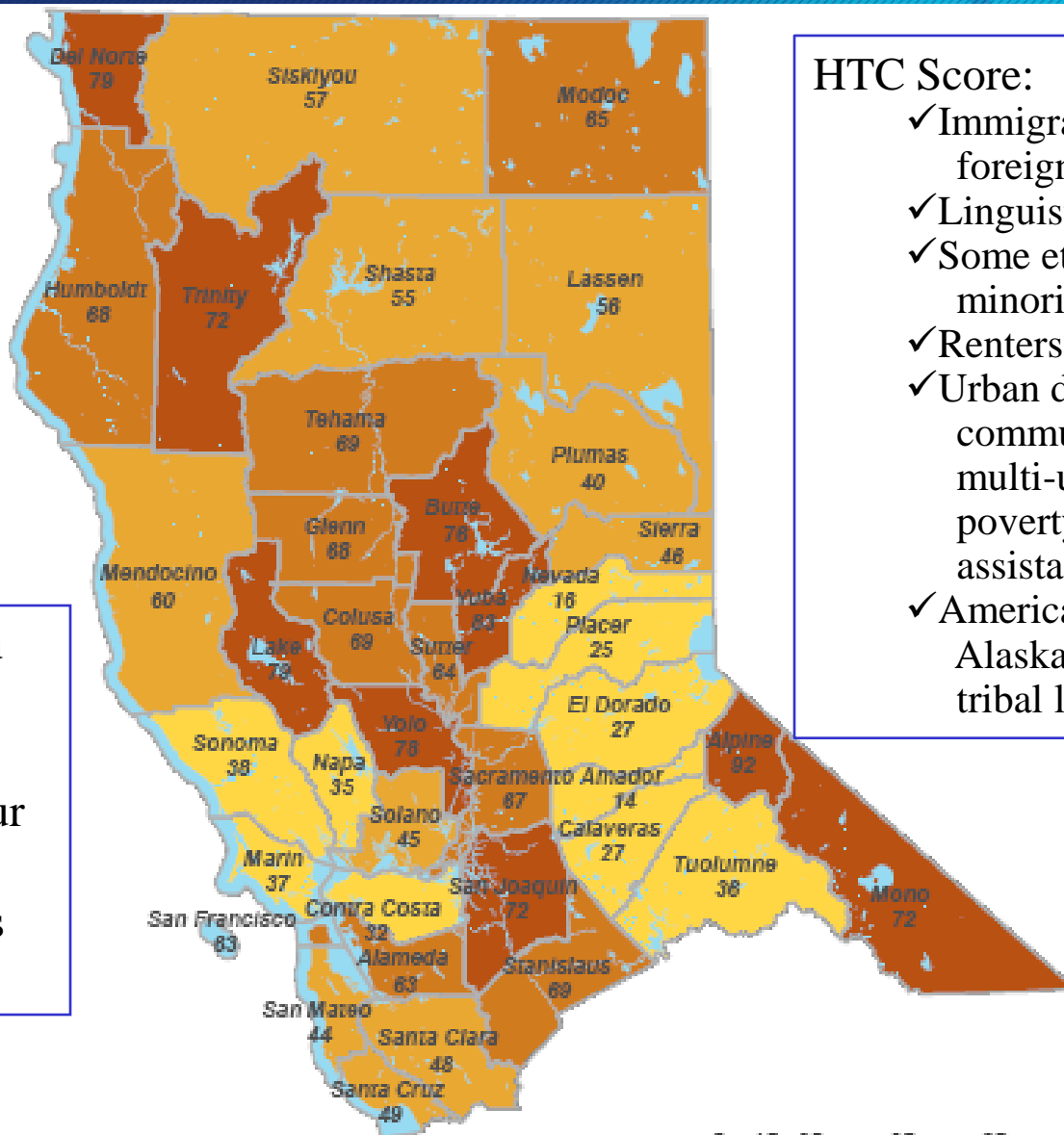
39 - 60

61 - 69

70 - 92

County

Water features



HTC Score:

- ✓ Immigrants and the foreign born.
- ✓ Linguistically isolated.
- ✓ Some ethnic and minority populations.
- ✓ Renters and Children
- ✓ Urban densely populated communities with multi-unit housing, high poverty, public assistance characteristics
- ✓ American Indians and Alaska Natives living on tribal lands.

The Census Bureau can provide these data for the communities in your cities and counties down to the Census Tract level.

0 15 30 60 90 120 Miles



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LANGUAGE ASSISTANCE PROGRAM

The 2010 Census makes it easier for non-English speakers:

- Targeted mailing to 13 million Bilingual Spanish/English questionnaires.
- TQA- Telephone Questionnaire assistance.
 - Bilingual operators- Spanish, Chinese, Korean, Vietnamese, Russian as well as English
- Language assistance guides – 59 languages –TQA and Questionnaire Assistance Centers (QACs).
- Be counted forms – 6 languages; English, Spanish, Chinese; simplified, Korean, Vietnamese, Russian.
- Language identification flashcards in 38 languages used by Census Takers (Enumerators).



WHEN WILL THE COUNT OCCUR IN 2010 FOR PEOPLE EXPERIENCING HOMELESSNESS?

March 29

- * Service Based Enumeration
 - Individuals who receive services at shelters.

March 30

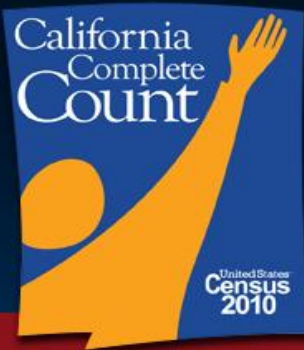
- * Soup kitchens, mobile food vans
 - We ask if they live in an apartment or a house or if the person is living on the streets or in a shelter.

March 31

- * Targeted Nonscheltered Outdoor Locations (TNSOLs)
 - We will work with local governments and homeless social service providers to identify these street locations.
 - Census takers will count people in their cars at these street locations from approximately 11pm to 5am on March31/April 1.



WWW.CALIFORNIACOMPLETECOUNT.ORG



Be Californian. Be Counted.

SPONSORED BY CALIFORNIA COMPLETE COUNT COMMITTEE



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Census Explained

The 2010 Census will help communities receive over \$400 billion in federal funding each year for things like hospitals, schools, job training centers, senior centers, emergency services, and public works projects.

[Find Out More](#)



[Census Explained](#)

[Census e-Center](#)

[Social Media](#)

Upcoming Events

Dec
8

California
Complete Count
Committee 2nd
Meeting

Dec
20

100 Days until
Census Day!

Jan
5

Van Nuys LCO
Open House

Jan
6

Long Beach LCO
Open House



Signed in online



2010 CENSUS HOME

PRESS & MEDIA

PARTNERS

> Job Seekers > Students & Teachers > Census.gov

How It Works

Why It's Important

Privacy & Confidentiality

Get Involved

Search Go



The 2010 Census is a portrait of America. Every individual within this snapshot has a story. Hear what people are saying.

Listen In

Tuesday, October 27, 2009

We Can't Move Forward Until You Mail It Back.

Preview The 2010 Census Form

Welcome to the new 2010 Census Web site

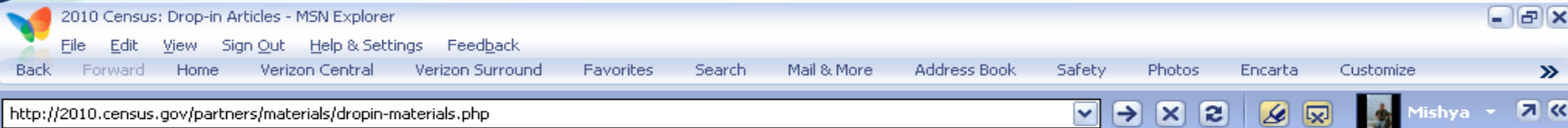
Learn more about the features of this site here





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WWW.CENSUS.GOV &


HTTP://2010.CENSUS.GOV/NEWS



People | Business | Geography | Newsroom | Subjects A to Z | Search@Census



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2010 Census

News

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Census in Schools

Jobs





FAQs

- Complete Count Committee
- Congressional Toolkits
- Guidebook Materials
- In-Language Materials
- Partners
- **Quick Links to Materials**

- ▶ Activity Guides
- ▶ Brochures
- ▶ Build Your Own
- ▶ **Drop-In Articles**
- ▶ Fact Sheets
- ▶ Faith-Based
- ▶ Fliers
- ▶ Island Areas
- ▶ Key Dates
- ▶ Logos

Drop-in Articles

Please feel free to reprint these articles in your newspaper, organizational newsletter, Web site, etc. Help us spread the word in your sphere of influence.

Document	Description	Format	Language/Audience
	An Introduction to the 2010 Census Drop-in Article Provides information about the 2010 Census questionnaire—one of the shortest in census history—which only asks for name, gender, age, race, ethnicity, relationship, and whether you own or rent your home. It takes only about 10 minutes for the average household to complete.	PDF 71.9 KB Size: Letter  8.5" x 11"	English Español
	Complete Count Committee Drop In Article Provides information on how to form a Complete Count Committee, a team of local government, business and community leaders who work to make sure that their communities are counted by helping to promote and educate the public about the census.	PDF 125.6 KB Size: Letter 	English

Signed in online



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COMMUNICATIONS CAMPAIGN

Partnership and Public Relations Highlights

- Sesame Street's "The Count" and Elmo & Friends
- Target Corporation's Sunday Inserts
- In-language/Ethnic Newspapers' Inserts
- Telemundo's Telenovela w/Census Worker Character on
"Mas Sabe El Diablo/The Devil Knows Best."
- Best Buy's TV Wall
- Univision's Half-hour Special "How to Fill Out Census Form" in late March
- New America Media's Ethnic Press Briefings
- Census Road Tour



STRATEGIES TO GET THE WORD OUT: PARTNERSHIP PROGRAMS

The Census Bureau have promotional programs and materials that can help you to spread the word about the importance of the Census:

- ✓ Census in the Schools
- ✓ Complete Count Committees
- ☐ Targeted Outreach to Hard-To-Count (HTE) populations
- ☐ Faith Based Organizations
- ☐ Immigrant Outreach
- ✓ Language Assistance
- ✓ Be Counted/ Questionnaire Asst. Centers
- ☐ Localized Promotional materials
- ☐ Tribal Liaison Program



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RECRUITMENT EFFORTS

Not everyone will return their Census Questionnaire, so Census Takers will be knocking on doors in your community:

- Approximately 3.8 million applicants needed
- Peak Hiring – 1.2 mil
- 1000 hired per Local Census Office (17 in Northern California) at peak
- Next big recruitment drive
 - Non response Follow up - October 2009 to April 2010
 - **Toll-free Jobs Line – 1-866-861-2010**
- Census Test
- ALL employees: Background checks & fingerprinting

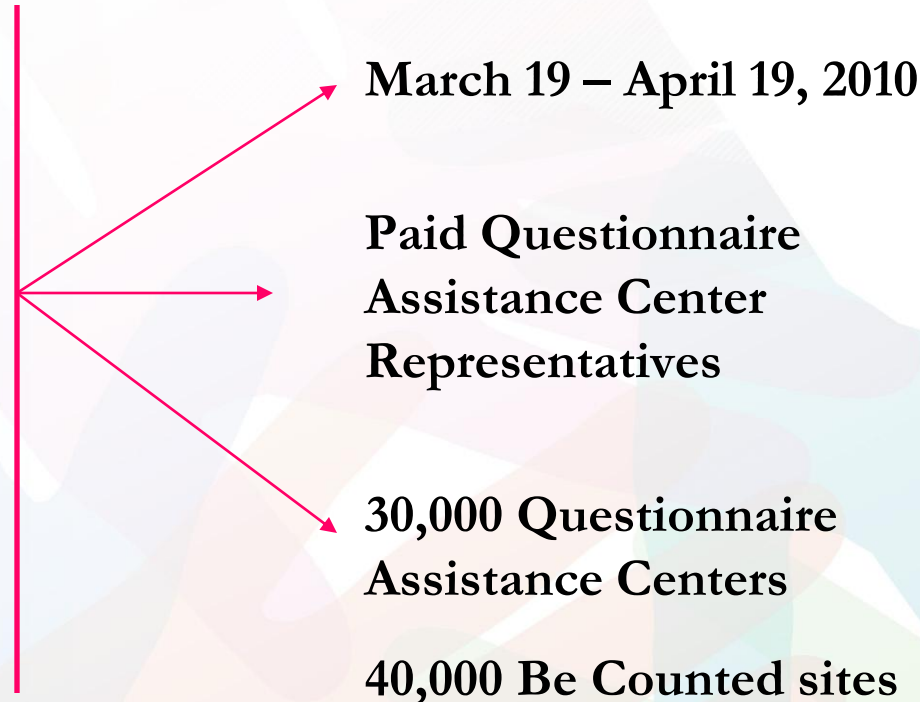


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BE COUNTED SITES AND QUESTIONNAIRE ASSISTANCE

CENTER SITES

- **Be Counted (BC)** sites are locations where people go to get a blank questionnaire if they feel they were missed.
- **Questionnaire Assistance Centers (QACs)** are locations where individuals receive help completing their questionnaire.

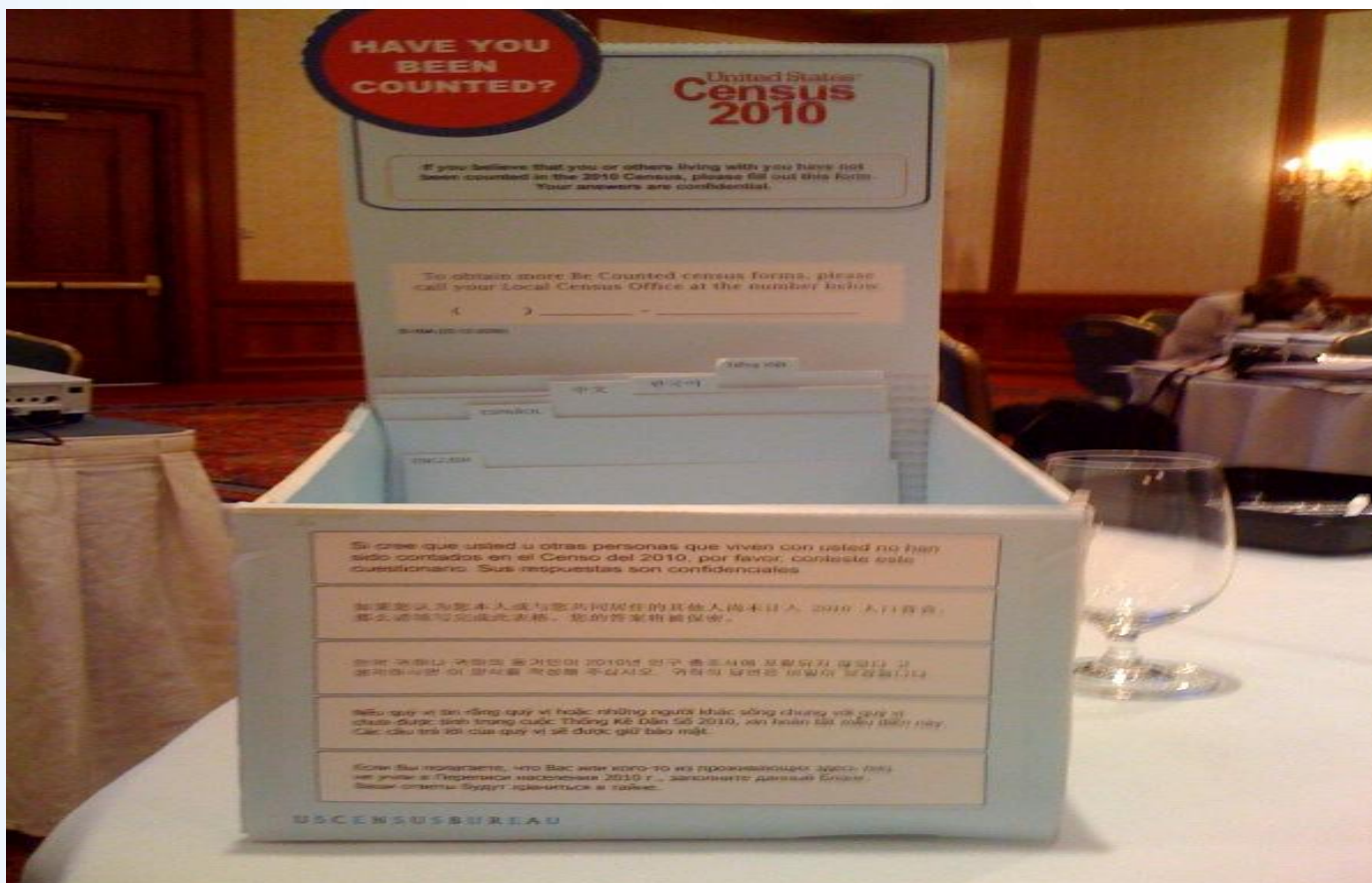


Use Hard-to-Count Areas to Target QACs and BC Sites in the neighborhoods that need the most help!



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BE COUNTED BOX



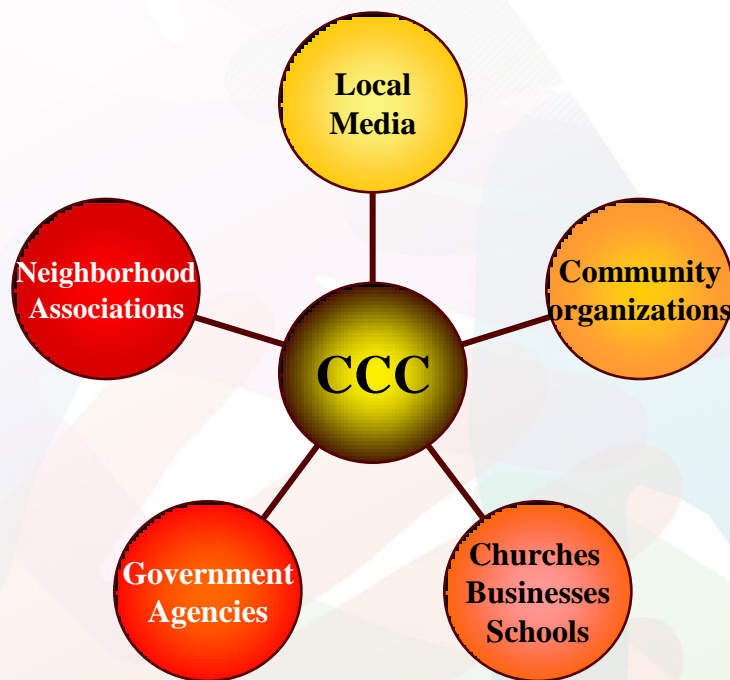


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COMPLETE COUNT COMMITTEES

Form or Join a Complete Count Committee!

- Volunteer committees established by local or tribal governments, CBO's
- Urge community participation in census
- Conduct targeted outreach
- Gives true expression to "It's in Our Hands" campaign theme



Census 2000 = 11,800 CCCs



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HOW WE CAN HELP YOUR COMPLETE COUNT COMMITTEE?

Census, the State and Local CCCs Working in Tandem

Census Bureau

- Partnership Staff
 - Outreach/ Promotion
 - QACs / BCs to LCOs
- 17 Northern CA Local Census Offices (LCOs)
 - Census Field Operations
 - Handoffs from PS Staff

State of CA Agencies

- Using State Agencies to get the word out at the local level
 - Dept of Motor Vehicles
 - Dept of Employment Security, etc...

City/County Complete Count Committees

- Identify locations for QACs/BC Sites and pass to Census PS staff in HTC areas.
- Develop and implement outreach strategies to reach residents in your community.



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Low or No Cost CCC Activities

- ✓ Insert messages in utility bills, paychecks, grocery bags
- ✓ Hand out census materials at targeted events/meetings/information centers
- ✓ Partner with existing organizations and piggyback onto their events
- ✓ Organize community volunteers
- ✓ Host Neighborhood” Get out and Count Block parties
- ✓ Develop a Speaker’s Bureau



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WHAT CAN YOUR COMMUNITY DO TO GET THE BEST COUNT?

- ✓ Use all local resources to educate, motivate and mobilize your residents to be counted.
- ✓ Form or be a part of a Complete Count Committee.
- ✓ Convene a 2010 Census Community Kick-off Meeting with trusted leaders.
- ✓ Create your own 2010 Census promotional materials.
- ✓ Publicize census at community events/ local communication networks.
- ✓ Urge local residents to apply for census jobs.
- ✓ Identify Be Counted and Questionnaire Assistance Center sites.



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Most Effective CCC Activities

- ✓ Generate and Coordinate localized PSA's
- ✓ Post Banners, Billboards, Posters, Bench Advertisements
- ✓ Provide Materials to governmental departments and community agencies with public contact
- ✓ Involve Faith Based organizations
- ✓ Provide Translated materials
- ✓ Generate local Media Coverage
- ✓ Create special Census Events



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How to Reach Us

- Lia Bolden, Sr. Partnership Specialist/State Liaison
- Seattle Regional Census Center

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